

EXHIBIT 4

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NY Order.com

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Abbreviated Proposal



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NY Order.com

Abbreviated Proposal

Dear Scott,

It was a pleasure meeting with you late last week. It was immediately apparent that NY ORDER.com was not simply looking to build a run of the mill web site. Instead, you were approaching this strategically and had invested a considerable amount of time and effort into thinking things through.

Overall, I feel that NY ORDER.com has the unique challenge, and opportunity, to position its new web site as a significant client loyalty and revenue-generating tool. JPC WEB is particularly well suited to the task and can leverage its consultative approach and expertise in developing strategic, bottom line oriented, real business solutions.

During our conversation, we reviewed at a macro level of your primary objectives:

- Position the NY ORDER Web Site as "the" personalized on-line investment resource for your target audience.
- Provide a high level of service to clients by enabling them to track market data in as close to real-time as possible via the Internet.
- Leverage NY ORDER's proprietary data to develop a new product at it's beginning stages for the food and service industries.

Of particular interest was our discussion regarding the Programs design. It is my belief that with proper planning and execution, NY ORDER can capitalize on the food service industry's unique potential to generate revenue while establishing a sustainable competitive advantage.

We also reviewed the critical nature of security/access and other issues such as hosting and processing credit card transactions. As we move ahead with the project, we will study these in more detail during the Exploratory/Planning stage.

Based on our experience, our recommendation is that we approach the development of the NY ORDER web site in incremental phases. We should also consider leveraging, where appropriate, existing JPC Web module/code libraries. In this way we will be able to reduce the time to market, contain costs, and ensure the deployment of a solution that not only meets your day-one needs, but can also be scaled up accordingly.

For your review I have enclosed a modified version of our Web Site Development Process. It reflects a higher concentration on the Exploratory/Planning stage, which we believe will be crucial to defining strategy, schedules, costs and the criteria by which success will be measured.

Preliminary Time and Cost Estimates

On average, the Exploratory/Planning and Development stages account for 50%-60% of the total time and cost allocation for a project. Our preliminary estimates for the NY ORDER web site are approximately 6-12 weeks from the completion of the Exploratory/Planning phase, at a cost of \$150k-\$250k. It is important to keep in mind that you are ultimately in control of the project and can adjust the scope, budget and schedule to achieve the appropriate balance.

Upon receipt of an initial payment of \$80k we will proceed with the Exploratory/Planning Stage at an hourly rate of \$150 per hour per person. Depending on the accessibility and quality of information available, this stage can take anywhere from a couple of days to a couple of weeks. The deliverables for this stage are a detailed specifications document, project plan and a fixed cost budget for the remainder of the project. The remaining balance of the \$80k will be applied toward the cost of the project.

\$150-275k Preliminary Cost Estimate

\$80k	Initial Payment
- <u>TBD</u>	Cost of Exploratory/Planning stage @ \$150/hr
TBD	Unused Balance will be applied towards final project cost

As I mentioned during our conversation, JPC Web carefully evaluates custom web site development projects to determine strategic fit. In this case, my impression is that you, your team, and senior management are committed to establishing NY ORDER as a leader within the on-line service community. That, in combination with NY ORDER's unique products and services make this a very attractive opportunity for JPC Web, and we look forward to working closely with you to achieve your on-line objectives.

Please don't hesitate to contact me with any questions or comments.

Sincerely,



J. Patrick Cooke Jr.
Senior Project Manager

Proposed Web Site Development Process

Exploratory/Planning – Macro View

- Develop Preliminary Project Plan
- Collect Company Information
- Define/Refine Web Site Specific Information
- Develop Scenarios
- Define Detailed Requirements
- Develop Detailed Specifications
- Refine Project Plan and Secure Sign-Off
- Develop Budget and Secure Sign-Off

Development

- Graphic Design and HTML GUI Programming
- System Architecture and Module Programming

Testing

Rollout

Training

Evaluation and Refinement

Proposed Web Site Development Process

Exploratory/Planning Phase – Expanded View

Develop Preliminary Project Plan

Collect Company Information

Company mission statement

Objectives

- Short Term
- Long Term

Target Market

- Profile
- What are their needs?
- How do they measure value?

The NY ORDER Competitive Advantage

Value Proposition

Competition

Define/Refine Web Site Specific Information

Objectives

- Short Term
- Long Term

Target End User Audience(s)

- Profile
- What are their needs?
- How do they measure value?

Review Integrated Web Site Marketing Campaign

The NY ORDER Web Site Competitive Advantage

Value Proposition

Competition - Evaluate their web sites (see samples)

- Graphic Design
- Technology
- Topics/Information Available
- Unique Characteristics
- Downloadable Materials
- On-Line Calculators
- Data Feeds (Live/Delayed)
- Reference Materials
- Links to External Sites

Exploratory/Planning Phase – Expanded View (continued)

- Data Collection/Tracking
- Personalization Features
- Repeat Visit Motivators

Develop Scenarios

Group Target User Audience into Segments

Group Target Internal Staff into Segments

For Each End User Segment

- What would their security/access privileges be?
- What would they expect to do during a typical session?
- What would you want them to do during a typical session?

For Each Internal Staff Segment

- What would their security/access privileges be?
- What would they expect to do during a typical session?
- What would you want them to do during a typical session?

Define Detailed Requirements

Functional

- Features and Functions End Users and Staff will need to have access to.

Non Functional

- Behind the scenes system architecture necessary to support the Functional Requirements.

Develop Detailed Specifications

Web Site Map

User Interface

System Architecture

Application Modules

Refine Project Plan and Secure Sign-Off

Develop Budget and Secure Sign-Off

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